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MAHATHIR LAUNCHES RIDA-MARA GOLDEN JUBILEE CELEBRATIONS

KUALA LUMPUR Nov 3 (Bernama) -- Prime Minister Datuk Seri Dr Mahathir Mohamad launched Rida-Mara Golden Jubilee celebrations at the Putra World Trade Centre, here, today.

Some 3,000 people including Bumiputera students, entrepreneurs and representatives of non-governmental organisations (NGOs) attended the function.

Also present were Datin Seri Dr Siti Hasmah Mohamed Ali and Entrepreneur Development Minister Datuk Seri Nazri Abdul Aziz.

Rida, the Rural and Industrial Development Authority, was set up in 1950 and changed its name to Majlis Amanah Rakyat (Mara) in 1966.

Rida's objective was to improve the socio-economic status of the villagers, who were mostly farmers, livestock breeders and fishermen through the development of infrastructure, financial assistance and training.

Mara's role was further enhanced as an agency responsible in ensuring the two-pronged strategy to eradicate poverty and to restructure society under the New Economic Policy (NEP).

-- BERNAMA

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